for elementary and secondary schools, colleges and universities and individual teachers and employees at educational institutions.

Schools have taken a great liking to the Mac because of its power, affordability and graphics. Just a couple of years ago Claremont High School in Claremont, CA (one of the 240 National Exemplary schools as recognized by the United States Department of Education) installed a forty-two Macintosh lab. The Mac was chosen because it provided a combination of power, affordability and low cost training. Mentor teacher, Robert Muir quoted, "We want the students to learn and think about subject matter, not wrestle with learning to use the computer." (*MacWeek* Jan. 10, 1989).

The Mac will also work well in libraries as their workstations. MacSchool, MacBook and the Macintosh Library System are just a couple programs that a library can benefit from and the institution will save money. This is not to say that the Macintosh is better than a DOS machine, but the advantages of the Mac are a breath of fresh air. Also, a fear of computers is not a necessary element to purchase the Macintosh. One can learn a lot with the Mac, all one needs is an interest, which is easy to do with this type of machine that already has the corporate and education world at its feet.

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The Ten Best Ways to Get A Macintosh Into Your Company

Guy Kawasaki

1 Get it in the door anyway you can. This is not the time to be proud. If management thinks it's a desktop publishing machine, agree and get their signature. If management thinks it's a front-end to an AS/400, agree and get their signature. If management thinks it's door stop, agree and get their signature.

2. Let people play with it. The best way to get allies inside your company is to make people love Macintosh. The best way to do this is to let them touch, play, and use one. The rest is inevitable. Don't tell people Macintosh is great. Help them discover that Macintosh is great.

3. Highlight strengths, don't deny weaknesses. Concentrate on explaining the strengths of Macintosh: it's easy to learn, easy to use, easy to repair, and easy to love. Don't open a can of worms or waste time trying explain away the (few and MIS-perceived) weaknesses of Macintosh.

4. Provide a safe first step. Make it easy for management to say "Yes, you can." Don't tell them that you need five IIfxs with 21-inch color monitors. Instead tell them that you only need a Classic and

Guy Kawasaki is the former director of software product management for Apple Computer, Inc. In this position he managed the relationship of Apple and its developers. He is the author of Selling the Dream, a guide to evangelizing products, companies, and ideas. (HarperCollins, ISBN 0-06-016632-0, $20) An evangelist never rests...

maybe one "Mac II class" machine "for quite a while." Once you get Macintosh in, you'll have plenty of other people who will lobby for you.

5. Inspire, don't compete with MIS. This is probably the most difficult recommendation—I never said it would be easy. You aren't going to win a frontal assault on MIS. Instead inspire MIS with Macintosh's strengths. Show MIS how Macintoshes can make them into heroes. Be brave—and bite your tongue.

6. Let a thousand flowers bloom. Foster the use of Macintosh for any purpose. Don't dictate how people should use their Macintosh. You never know: they may come up with ways even you didn't think of. All that counts is that you get the Macintoshes in.

7. Localize your efforts. Macintosh is a personal computer. Don't position Macintosh as the harbinger of a "corporate computing plan." Answer this question for every Jane and Joe Doe in your company: "How will Macintosh help me in my daily work?" If you think local, pretty soon Macintosh will be global.

8. Beat your chest. As you achieve success, ensure that other parts of the organization hear about it. Don't do this in a braggadocio, bridge-burning way. Instead, position your success as a gain for the entire organization. Each victory, in turn, will get easier.

9. Remember your installed base. Suppose you achieve success and even management and MIS are using Macintoshes. This is not the time to forget the Macintosh pioneers who got you where you are. Take care of them: give them free software, swap out their slow hard disks, and give them more RAM.

10. Say it's a PC running Windows. If all else fails, tell management that the Apple-IBM alliance means that the purchase order is really for PCs running Windows. By the time they catch on (or up to you), it will be too late. Remember: ask forgiveness, not permission. It's the Macintosh way...

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FEATURES

Corporate Librarians and Electronic Publishing

Brewster Kahle

Trying to predict what will happen to different professions as a major technology shift occurs can help us prepare and profit from such a change. I hope that this article will stir debate so that we can figure out what will happen to corporate librarians and other professions. I do not know what will happen to public libraries, but corporate libraries, it seems to me will become more important parts of the

Brewster Kahle, of Thinking Machines, has been working with Apple and other companies to make a wide area information servers system called WAIS. He is leading the project that uses Connection Machine systems to answer questions based on gigabyte databases. He can be reached at Thinking Machines Corporation, 1010 El Camino Real, Menlo Park, CA 94025. 415/329-9300 x228 or via the Internet at brewster@Think.COM.

running of a company as it becomes easier to find and leverage external and internal information. The effect will be to draw on different skills that will threaten many current librarians.

Corporate librarians today, in most cases, perform searches on specific subjects for executives and prepare mini-reports usually made up of lists of possibly relevant articles. Further, they do some current awareness projects (Selective Dissemination of Information), and corporate archiving. In an informal poll of a few librarians, a custom search costs about $100 even though the subject matter might just be a background search on a company or a person. The major tool of the librarian for this are the online services. "Current awareness" projects are sometimes

circulating copies of tables of contents of journals, or collecting profiles of interests for periodic online searching. In my limited experience, however, the most common form of current awareness program is handled by the librarian knowing the patron and remembering their interests as they go about their daily business and routing appropriate information their way. All in all, the corporate librarian serves a valuable but expensive function to a minority of the corporate population.

What types of technologies are likely to develop that effect the corporate librarian's life? End-user searching will put the power of remote databases in the hands of corporate executives, and internal databases will hold more information that is important to the running of businesses. The search technology must become "executive-friendly", and it must be easy to access the databases; both of which are happening. DowQuest, the first commercial end-user searching tool, still required obscure modems, and primitive character-display commands to use them which by-in-large only professional searchers could bear. We found in the WAIS (Wide Area Information Servers) program with Peat Marwick, that if you made the same search technology easily available in a comfortable environment, they loved it (but in fairness, when they learned of the value of DowQuest they were often willing to use the current interfaces). The wide area networks are being installed in fits and starts in this country, but the future of ubiquitous access is certain -- just a matter of time. Using internal databases (archives of word processor files, memos etc) in corporations can also change the way decisions are made. By observation, most executives make many smaller decisions based on who they know or other "intuition" rather than studies or research. Giving tools to easily make

those investigations to the executive might bring about more sanity checks based on other's experience before action is taken. Folding previous corporate experience into more decisions is a form of learning at the corporate level. These technologies seem likely in the coming years, but how do they change the role of the corporate librarian?

Since much of the mechanical searching function of librarians will be done by the end-users, many librarians feel threatened, I would say unnecessarily, since their tasks will be promoted to a level more important. Mike Lesk, I think, told me an analogy: "Accountants used to be people that could add well, until the computer -- now they run our companies since they have command of their data." Corporate librarians are stuck doing the addition of information access, soon they can start to be a major force in how this information is selected and used in an organization with the coming of end-user searching. Therefore the librarian will be teacher, consultant, and guide rather than mechanic, farmer, and fireman.

Clearly, some librarians will not make the transition, and the transition will take a generation to complete, but if these technologies do take root in our corporations, there will be an opportunity for corporate librarians to become more able to serve the company. The prospect is exciting since our companies seem to make many decisions based on hunches that should have been checked out beforehand. Soon we will be able to blame the Chief Information Officer for such mistakes.

This article first appeared on the Internet -- wais-discussion@think.com.

Developing a HyperCard Catalog for a Small Music Library

Rhio H. Barnhart

When I was hired as the Head of the Music Department Library at U.C. Davis in March of 1990, I knew the position would present a challenge. My predecessor had retired after 30 years and had been the only department librarian. The collection consists of some 10,000 recordings, 1200 CD's, and a small collection of books and scores used to support classes. Shields Library, the campus main library, holds the major collection of monographs and scores. The two collections have never merged for a variety of reasons, and I do not have access to their automated cataloging system.

The main issue discussed when I was hired was automating the Music Library's catalog. I looked forward to the challenge and had a number of ideas working before I even started the job. The obstacles I ran into trying to get an automation project going were so numerous I began to think it couldn't be done. As usual the main obstacle was money. The small library with very little money is in an extremely difficult position when it comes to automation.

My first thought was that we could append our name and call number to cataloging records already existing in the University of California's library database, MELVYL. However, the University of California, Division of Library Automation currently has no interface for accommodating PC or

Macintosh data. There had been numerous requests besides mine, but the year of the "Big Budget Cut" is here, so I was out of luck. The Music department has a SUN 3/50 used for the computer music classes, and while this would be more than adequate in terms of storage, library software for it costs $20,000. I queried several of the Macintosh library system software producers who advertise in the *ALUG Newsletter*. None of the systems was affordable, primarily due to hardware requirements that would cost in the $10,000 range.

Although I had not used a Macintosh previously, this is a Macintosh office. The department bought a Mac Classic with 40Mb hard disk for my use, the library is networked with the department office and we share a laser printer. I began thinking about a way to utilize what I had available to get some sort of automated cataloging system working. I had read several things in the *ALUG Newsletter* about HyperCard in libraries. While there were several unknowns; speed vs number of cards etc., I decided this was the only way I could afford to go. I had access to cataloging copy via dial-up access to MELVYL. My goal was to have an online catalog with MARC records that was fully indexed and searchable with Boolean operators. It was important that it be user friendly, met the patrons' needs, and it had to cost next to nothing. I was stuck at this point, when a colleague in another department supplied me with two shareware programs. The first was a DOS .EXE program, developed by a U.C. Davis librarian, that removes all the display tags from downloaded MELVYL "Long" display records. I contacted this fellow to see if he could do the same for the MARC display but he said he was hampered by the large number of sub-field delimiters in MARC records. This meant I would have to use the "Long" display for my copy. I decided this would have to be acceptable. The chances of uploading full MARC

Rhio H. Barnhart is Head of the UC Music Department Library at the University of California, Davis, CA 95616. He has worked at the UCLA Music Library and the Library at UC Berkeley. He has a degree in harpsichord from the University of Cincinnati College Conservatory of Music. At home, he helps raise two sons, Nicholas, 5 and Andrew, 2 and collects the works of Mark Twain. He can be reached at 916/752-8716. Internet: rhbarnhart@ucdavis.edu or FAX 916/752-0983.